



WAL-MART STORES INC. CORPORATE OFFICE
702 S.W. 8TH STREET
BENTONVILLE, ARKANSAS 72716
PHONE (501) 273-8082
Jerry Sanders, Dept. 01 Buyer

TO: STORE MANAGER / CIGARETTE DEPT. MANAGER
FROM: JERRY SANDERS DEPT. 01 BUYER
SUBJECT: CIGARETTE MODULAR UPDATE

***** URGENT ***** IMPORTANT MODULAR INFORMATION ***** URGENT *****

We have contacted R.J. Reynolds and Phillip Morris to assist us in starting to re-set our cigarette modular. A RJR and or Phillip Morris Representative will contact you by 6/26/95 to set a Time and Date to begin your re-set. All stores will need to be set by 7/15/95. It is very important that you re-set your modular as soon as possible.

It is very possible that your Representative will contact your store prior to you receiving your modular and want to begin setting the modular before you receive your copy. RJR and PMorris are doing so at the request of the Home Office. The RJR and PMorris representative have been given a copy of the up-dated modular and will have it in hand upon entering your store. It is very important to remember these representatives are assisting us and we need to give them as much support as possible. Upon setting a Date and Time for your representative to come in, you will need complete the following the night before the re-set.

1. Pull all product off the counter with the exception of Phillip Morris.
2. Place shelves in the appropriate slots from top to bottom.
A SLOT PLACEMENT 6.6.4.6.6.4
3. Scan current items and generate new shelf labels.

The Representative will also be instructing you as to your new footage trait, as it pertains to your store sales. The modular that you will need to set is based on sales, you may have a smaller or larger set than what you are being presenting on the new modular. It is important to remember this was taken from your stores sales, you need to make room to set the new modular as it is presented.

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